


# SHANNON L. KETVERTES

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**Shannon has proven results building audiences and fans by engaging desired followers and influencers to maximize exposure for companies products & brands with the following:**

- Development , branding and launching accounts
- Development and execution for all content in a variety of forms
- Development of corporate social policy and communications
- Development of social strategy and content calendars
- Experience monitoring social activity and reports
- Experience launching and participating in social promotions including engaging celebrities, media, customers and influencers

## EXPERIENCED SOCIAL MEDIA DEVELOPER

### CONTENT DEVELOPMENT

- Development of all content including:
  - Text
  - Creation of images, graphics, videos
  - Crafting careful customer & public responses
  - Creation of content calendars
  - Determining what on the website would be linked to and when from social accounts and monitoring traffic and metrics
- Engaging with other social accounts to develop conversation and content
- Active branding and reputation management across social platforms
- Experience in all the main social platforms

### SOCIAL PROMOTIONS

- Success engaging celebrity, corporations, customers and other types of influencers
- Experience and success executing and participating in social promotions with prize fulfillment including legal terms to build fans
- Experience in creating, executing and managing social promotions including with celebrities, customers and company partners.



Social Media

### SOCIAL POLICY

- Work with legal teams and Human Resources to develop company social media policy and public responses for sensitive public responses
- Experience crafting internal communications informing and encouraging employee participation and instruction with social media

### SOCIAL STRATEGY

- Development of Social Strategies
- Launching accounts
- Producing and managing social media calendars across multiple accounts
- Planning and executing the advertisement of social media accounts on company communications including ads, web, print, email, newsletters etc.
- Experience crafting internal communications and press releases to announce major social news worthy social activity
- Following key accounts and interacting with them for added exposure

### SOCIAL MONITORING

- Monitoring replies and social media mentions , comments etc.
- Use of monitoring and software tools for tracking conversation, activity and immediate response
- Reporting and Analytics creation showing growth and success
- Success growing fans and followers